

# UPDATE

Montana Department of Commerce

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## Dino Trail Sees Increase in Visitation

The 15 facilities of the Montana Dinosaur Trail report over 236,000 visitors in 2006, a 10% increase over 2005. About half of the facilities reported increased or steady visitor numbers while the other half saw declines from 2005. Those experiencing fewer visitors cited gas prices as affecting their numbers.

The Museum of the Rockies reported a 20% increase in visitation and attracted the most visitors along the trail at 122,440. The Bozeman museum credits the opening of its new Siebel Dinosaur Center for some of the increase. In 2007, the museum will open the new center's final exhibit: "Hall of Giants." Visitor increases were also reported at the Fort Peck Interpretive Center, Havre's H. Earl Clack Memorial Museum and Harlowton's Upper Musselshell Museum.

On average, the Montana Dinosaur Trail facilities reported 40% of their visitors were from outside Montana. The Two Medicine Dinosaur Center in Bynum said 78% of their visitors were non-residents while Malta's Phillips County Museum reported 5% from out-of-state.

According to the facilities, visitors were complimentary about the trail's promotional brochure, interested in the individual facility exhibits and curious about what was offered at the other facilities. One of the more common questions regarded information about public field digs visitors could participate in.

In 2007, ten of the trail facilities will be upgrading and/or adding new exhibits. They will be using a new Montana Dinosaur Trail Passport to encourage visitation along the trail.

The Montana Dinosaur Trail is a cooperative promotional program involving the 15 trail facilities in central and eastern

Montana along with 8 other funding partners: Custer, Missouri River, Russell and Yellowstone countries, U.S. Army Corps of Engineers, Montana BLM, MT Fish, Wildlife & Parks and Travel Montana. The trail promotion began in May 2005.

## Tops in Tourism

Do you know of a Montanan, Montana community or special event whose efforts have enhanced tourism's role in Montana's economy? If you do, nominate them for a 2007 Montana Tourism Award including: Tourism Person of the Year, Tourism Community of the Year, Tourism Event of the Year and Tourism Partnership of the Year. The awards will be presented at the 2007 Governor's Conference.

Nomination forms are available from Travel Montana by contacting Barb Sanem at 406-841-2769 or [bsanem@mt.gov](mailto:bsanem@mt.gov). The forms are also available electronically at [www.travelmontana.org/conference/awards.asp](http://www.travelmontana.org/conference/awards.asp). The deadline for nominations is March 12, 2007.

## Plan a Trek to Helena for the 2007 Governor's Conference

**Full Agenda and Registration Forms Available Online**

The details are complete for the 2007 Montana Governor's Conference on Tourism and Recreation agenda. Go to the conference website [www.travelmontana.mt.gov/conference](http://www.travelmontana.mt.gov/conference) and click on "Agenda" to view information about the 17 education sessions, five field trips and three special features being offered at this year's "Trek to Success" gathering.



The printed registration brochures will be mailed out later in February. Currently, a registration form can be downloaded from the conference website.

## "Service You Can Bank On" Previewed at Governor's Conference

The 2007 Montana Superhost Customer Service Training program "Service You Can Bank On" will be previewed at Helena's Red Lion Colonial Hotel Sunday, April 1, 2-5 p.m. in conjunction with the Governor's Conference. Montana Superhost Trainer Jeri Mae Rowley will present this fast-paced, interactive customer service seminar that will give you tangible tools for improving attitude, teamwork, problem solving, sales, marketing and service delivery you and your community can take to the bank! It's free but they would like to know who is coming. Please RSVP by Tuesday, March 27, to Superhost staff Ben Traina and Jodi Smith, 406-756-3374 or [superhost@fvcc.edu](mailto:superhost@fvcc.edu).

## Helena Hosts Offer Evening at the Montana Club

Montana singer/songwriter Bruce Anfinson has teamed up with downtown Helena's historic Montana Club and five sponsors to offer 2007 Governor's Conference attendees a fun night of music and food Monday, April 2, 7:30-10 p.m. Heavy hors d'oeuvres will be served. Bruce will present a concert at 8:30 p.m. and Montana Club staff will provide tours of their historic facility. Reservations are required with a \$15 fee which includes round-trip transportation from the conference site, the Red Lion Colonial Hotel. To make

Web Stats				
Web Trends summary of visitor sessions on Montana Promotion Division's primary web sites. A visitor session is a session of activity (all hits) for one user of a web site.				
	2005	2006	Difference '05 to '06	Percentages
Visitmt	4,573,664	6,586,136	2,012,472	44%
MT Kids	1,420,870	1,413,115	<7,755>	0%
Winter	984,765	1,367,363	382,598	39%
Lewis & Clark	373,934	381,806	7,872	2%
Dinosaur Trail*	61,351	156,867	95,516	156%
Indian Nations	277,119	325,173	48,054	17%
MT Film	366,569	403,884	37,315	10%
MT Groups	146,787	168,421	21,634	15%
MT Meetings	118,853	106,378	<12,475>	-10%
Intranet	299,922	339,610	39,688	13%

\*went live in April 2005

a reservation, contact the Helena Area Chamber of Commerce, 406-442-4120, [lhegstad@helenachamber.com](mailto:lhegstad@helenachamber.com). The sponsors for this Monday night event include: Bank of the Rockies, Last Chance Tours, Montana Club, Wendt Advertising, Helena Chamber/CVB and Last Chance Ranch Wagonride Dinners.

## Fresh New Releases

Hot off the press are the 2007-2008 Montana Vacation Planner, the Summer Calendar of Events and the new, easy-to-read Montana Highway Map.

The Planner incorporates current consumer advertising elements into a glossy, 164-page format, highlighting adventure and wildlife, history and culture, fun facts and, of course, vacation information.

The calendar features fairs, rodeos, powwows and a plethora of events that can be found across Montana from April to October.

In addition, Montana now has a larger, re-designed highway map. The map, being 30% larger, has a larger text size and includes helpful add-ons such as Interstate exit numbers and rest areas that are labeled seasonal, year-round or as parking areas. The tourism side of the map has more photos and tourism attraction information and also highlights a new reference map that features the historic trails of Lewis and Clark and the Nez Perce, National Historic Landmarks and roadside geological markers.

Help your visitors find what they're looking for in the new vacation planner, calendar and highway map.

## Real Simple News

In January 2007 Travel Montana's e-Marketing program introduced RSS (Real Simple Syndication) feeds on our Winter and Intranet sites. The RSS feeds are used to publish

frequently updated digital content, such as the Montana Snow Report, Travel Montana's Update Newsletter, Legislative "News from the Front" and Press Releases. These feeds are an excellent way to effortlessly keep up on recent developments at Travel Montana—just look for the little orange RSS buttons on Travel Montana's web pages.

Web users can view the RSS content by using a program called a feed "reader" or by using newer versions of web browsers such as Internet Explorer 7.0 which have the functionality built in. Once users subscribe to Travel Montana's feeds, each time Travel Montana updates information on these topics, the information will be sent to the user's computer. Further explanation of RSS can be found at: [www.en.wikipedia.org/wiki/RSS](http://www.en.wikipedia.org/wiki/RSS).

In addition, anyone hosting a site with Travel Montana can offer feeds from their site and post their own content on a regular basis. Contact Travel Montana's e-Marketing Manager, Corrie Hahn for more information at [cohahn@mt.gov](mailto:cohahn@mt.gov) or 406-841-2884.

## Bright Showing at Sundance

The Montana Film Office was an official sponsor and institute associate of the Sundance Film Festival again this year. The Sundance Film Festival is held each January in Park City, UT and is one of the most respected and heavily attended film festivals in the world. This year the film office teamed up with Cyndy Andrus of the Bozeman CVB on a joint venture project to market Montana at the Sundance Filmmakers Lodge and at a Sundance Filmmakers reception hosted by



Montana. The reception attracted approximately 100 filmmakers. The Bozeman CVB also collaborated with the film office to advertise Bozeman and Montana in the festival catalog. Governor Schweitzer's office was represented by Eric Stern, the Governor's Senior Counselor, who was able to join the film office staff in marketing Montana's filming incentive to Sundance filmmakers.

## Welcome to the Team

Travel Montana is pleased to welcome Linda McClure onboard as Operations Manager, a position which was vacated by the retirement of David Broussard. While Linda is new to travel promotion, she is very familiar with the impact of tourism on Montana from her previous experience as the Accounting Technician and Reeder's Alley Property Manager for the Montana Heritage Commission. While she believes in preserving the past, she is equally excited about the future possibilities and challenges that her new position entails. Beyond Travel Montana, Linda is a horsewoman, gardener and likes to paint a variety of subjects.



Linda McClure

Alternative accessible formats of this document will be provided to disabled persons on request.

## Calendar of Events:

### February

- 5-7 TAC Meeting, Best Western Great Northern, Helena, MT
- 11-15 Go West Summit, Portland, OR
- 14-16 BankTravel Convention, Jacksonville, FL
- 16-19 Go West Post-Fam, Big Mountain, Whitefish, MT
- 20-25 BIT Trade Show, Milan, Italy

### March

- 7-11 ITB Trade Show, Berlin, Germany
- 12 Tourism Awards Deadline
- 12-15 Sales calls/seminars, Paris, France

For all of the latest Montana tourism industry information log on to:  
[travelmontana.mt.gov](http://travelmontana.mt.gov)